

CPA Canada Fraud Study

Background document

February 21, 2019



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CPA Canada 2019 Fraud Study – Backgrounder

Study Information

The 2019 CPA Canada Fraud Survey was conducted by Nielsen via an online questionnaire, from January 18-28, 2019 with 2,009 randomly selected Canadian adults, aged 18 years and over, who are members of their online panel. A background document on this study can be found online at: cpacanada.ca/XXXX.

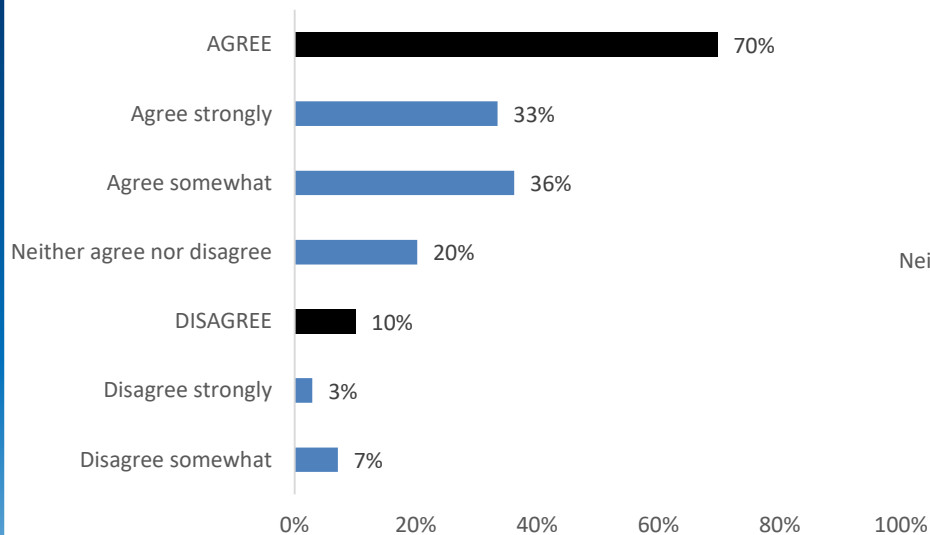
About CPA Canada

Chartered Professional Accountants of Canada (CPA Canada) is one of the largest national accounting organizations in the world, representing more than 210,000 members. Domestically, CPA Canada works cooperatively with the provincial and territorial CPA bodies who are charged with regulating the profession. Globally, it works together with the International Federation of Accountants and the Global Accounting Alliance to build a stronger accounting profession worldwide. CPA Canada, created through the unification of three legacy accounting designations, is a respected voice in the business, government, education and non-profit sectors and champions sustainable economic growth and social development. The unified organization is celebrating five years of serving the profession, advocating for the public interest and supporting the setting of accounting, auditing and assurance standards. CPA Canada develops leading edge thought-leadership, research, guidance and educational programs to ensure its members are equipped to drive success and shape the future. cpacanada.ca

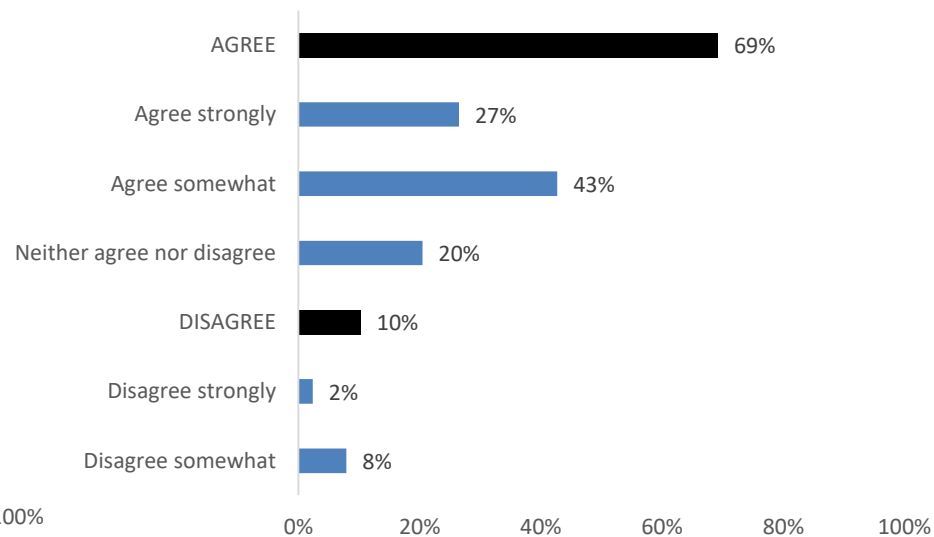
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- Seven in ten respondents surveyed are more concerned about fraud today than they were five years ago.
- Essentially the same proportion are concerned (69%) about identity theft.

More Concerned About Fraud Than Five Years Ago



Concerned About Identity Theft



Q12. Next, please indicate your level of agreement with each of the following statements.

Left graph: You are more concerned about fraud today than you were five years ago.

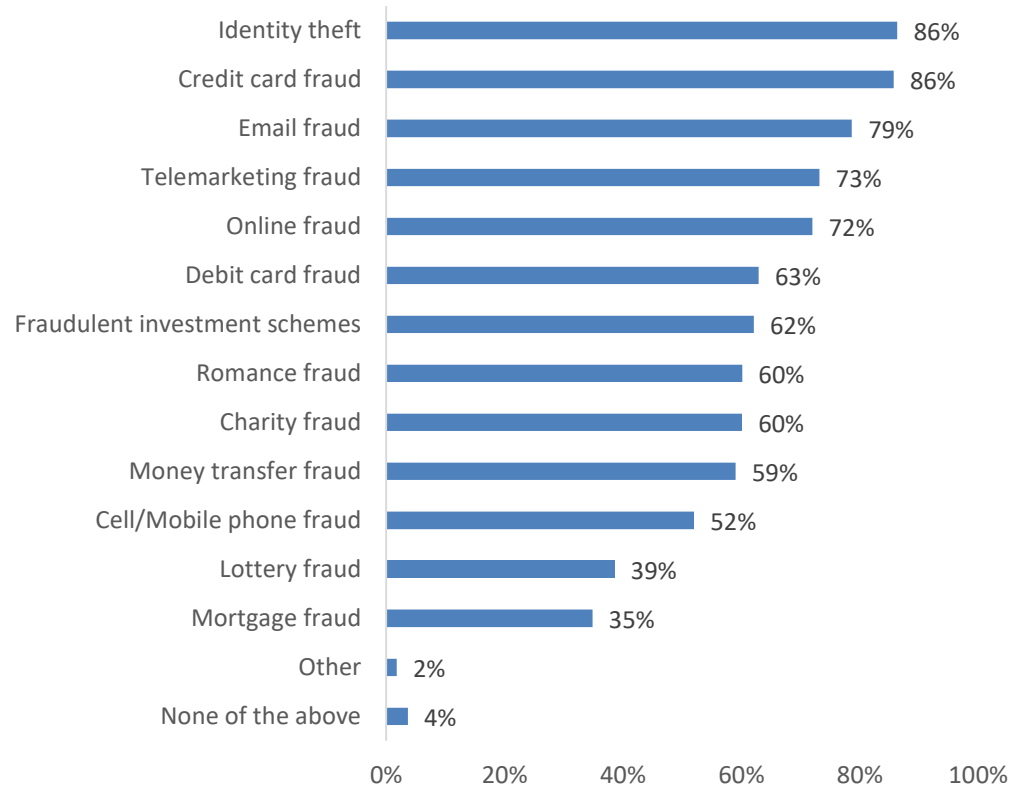
Right graph: You are concerned about identity theft.

Base: All respondents (2,009).

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- The majority of Canadians are familiar with identity theft (86 per cent), credit card fraud (86 per cent), and email and telemarketing fraud (79 and 73 per cent respectively), Canadians' knowledge of other types of fraud drops drastically. This is particularly true with the dangers posed by cell phone, lottery and mortgage fraud.

Types of Financial Fraud Aware of

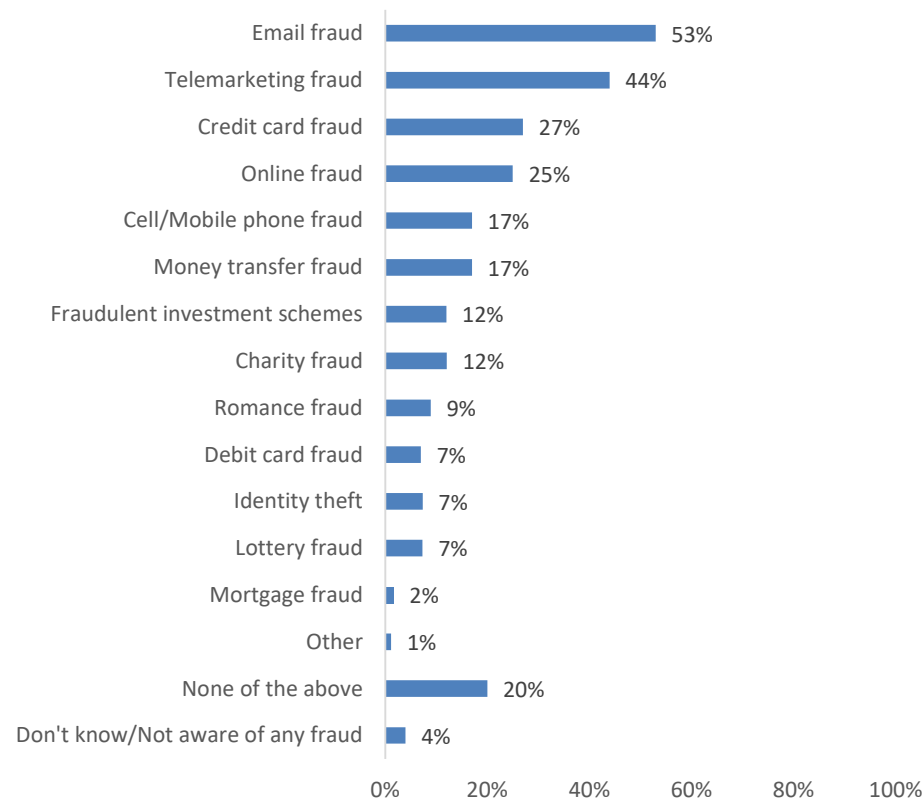


Q6. Which, if any, of the following types of financial fraud were you aware of before today?
Base: All respondents (2,009).

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- More than half (53 per cent) of survey participants report being targeted by email fraud and 44 per cent have experienced bogus telemarketers trying to take advantage of them.

Types of Financial Fraud Requests Have Received

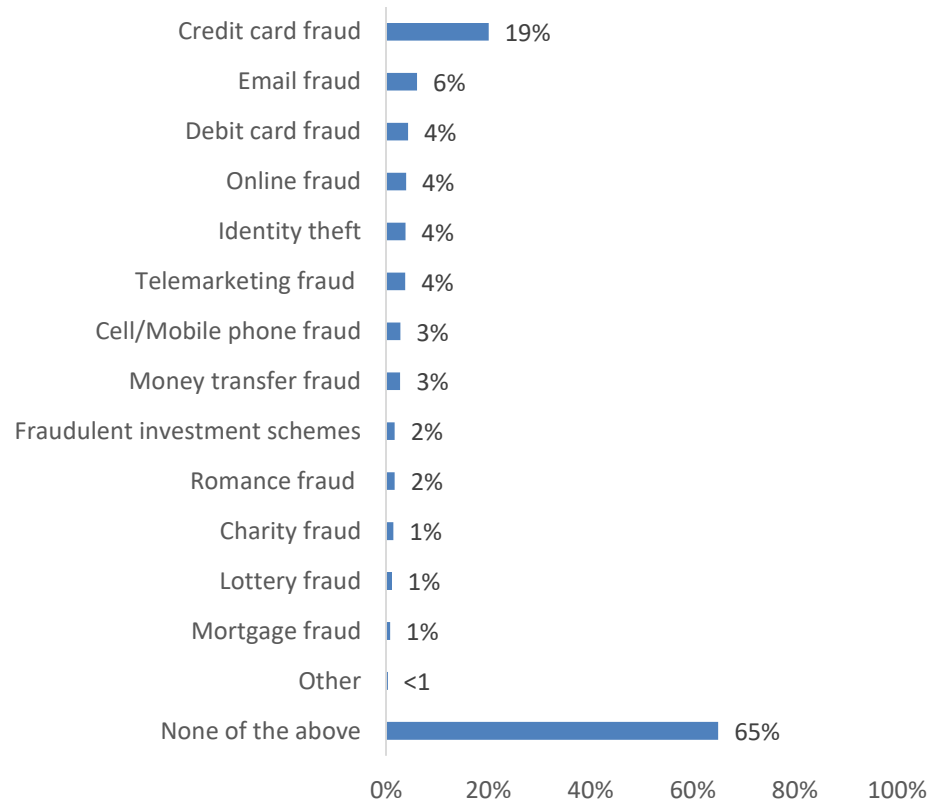


Q7. Which of the following types of financial fraud requests have you received?
Base: All respondents (2,009).

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- Almost one in five of those surveyed (19 per cent) were aware that they had been the victim of credit card fraud.

Types of Financial Fraud Have Experienced



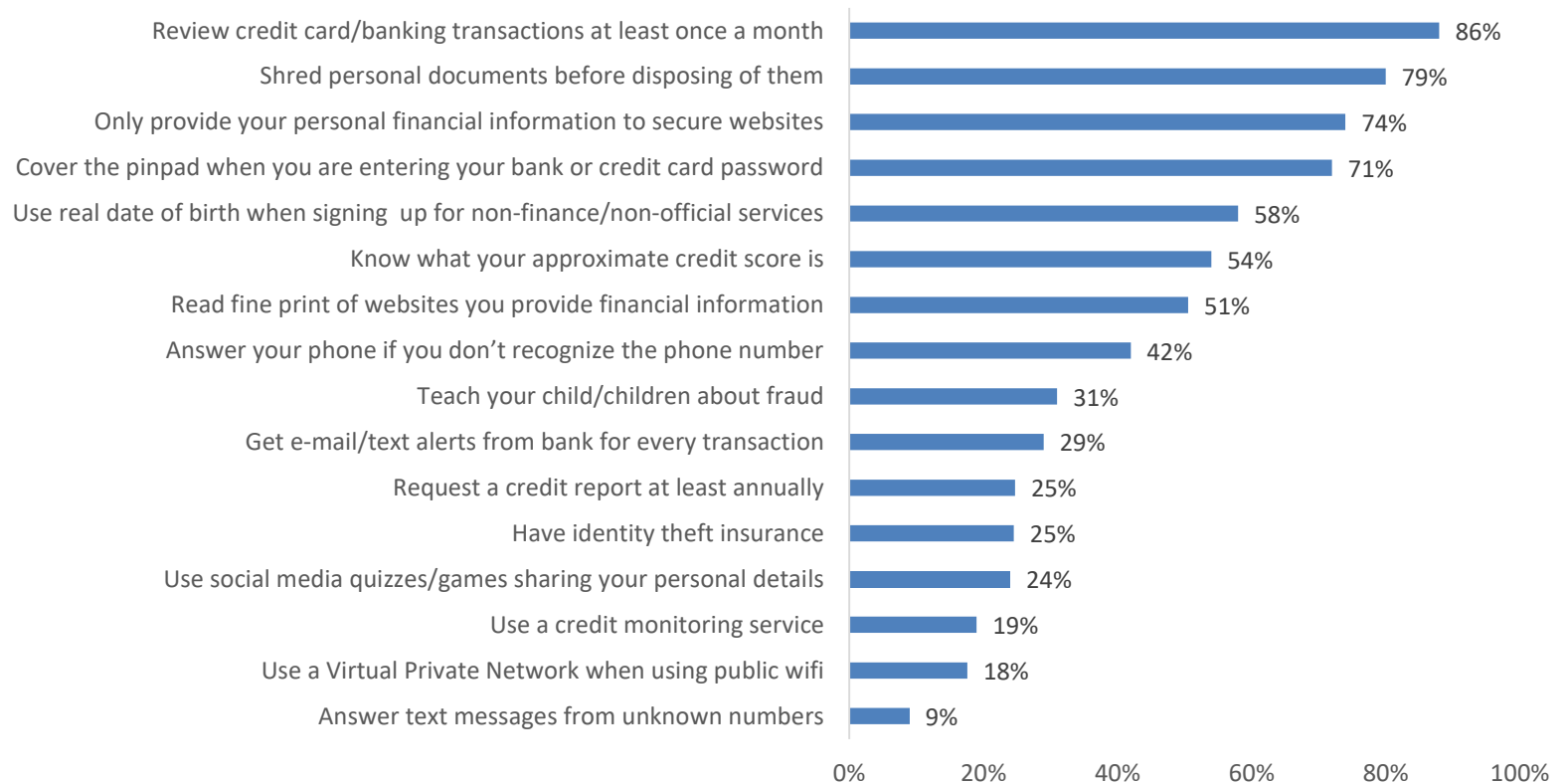
Q8. Which, if any, of the following types of financial fraud have you experienced?

Base: All respondents (2,009).

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- Many of the survey respondents said that they review banking statements once a month (86 per cent), shred personal documents before disposing of them (79 per cent) and cover the pin pad (71 per cent) when at an ATM or at cash register, but there is room for improvement and additional safeguards.

Whether Respondent Does the Following

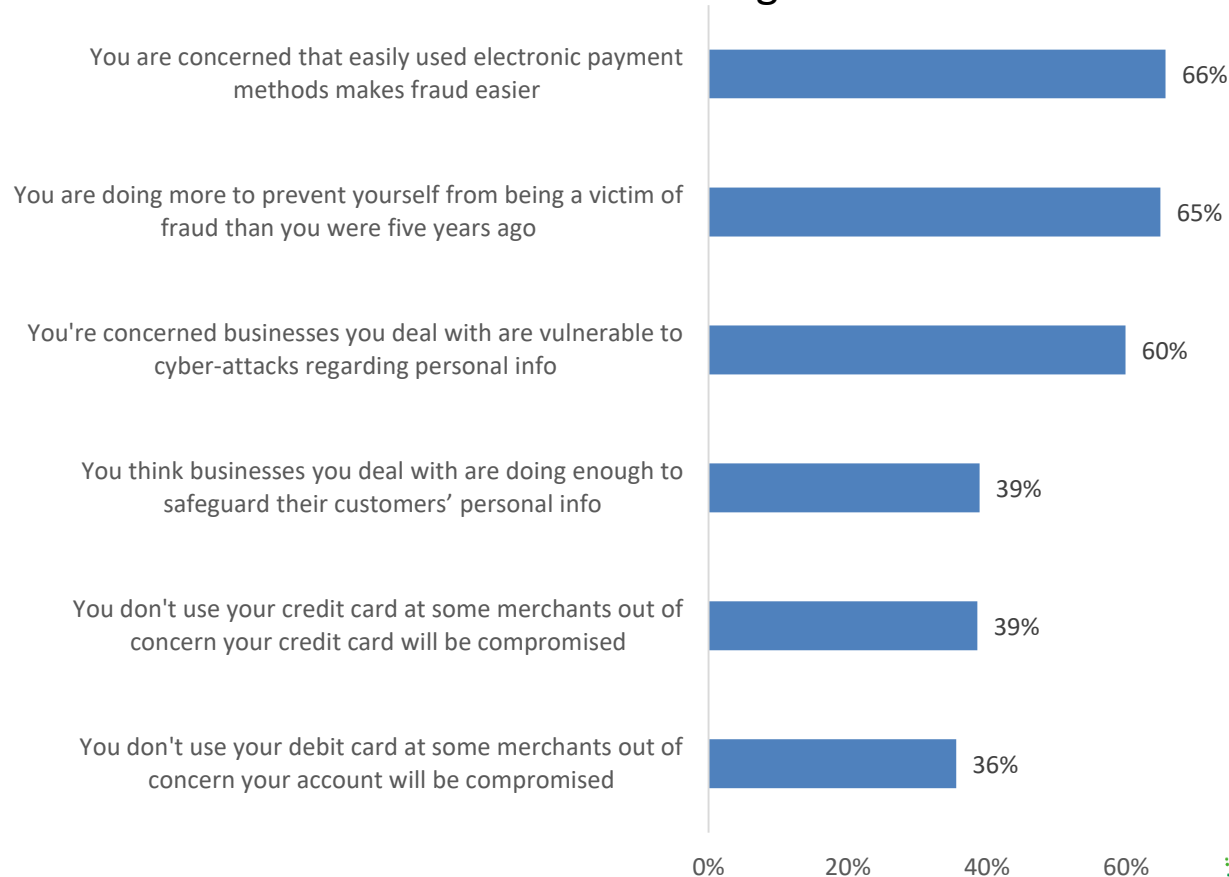


Q4. For each of the following items please indicate whether or not you...
Base: All respondents (2,009).

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- Some Canadians are so concerned about their accounts being compromised that they refuse to use their credit card (39 per cent) or debit cards (36 per cent) with some merchants and establishments. Safeguarding personal information is another worry for the survey participants. Sixty per cent are concerned that the businesses they deal with are vulnerable to cyberattacks. In fact, only 39 per cent of those surveyed think the businesses they deal with are doing enough to protect the personal information of their customers. With that in mind, 65 per cent of the respondents are doing more to protect themselves from being victims of fraud.

Level of Agreement With Various Statements

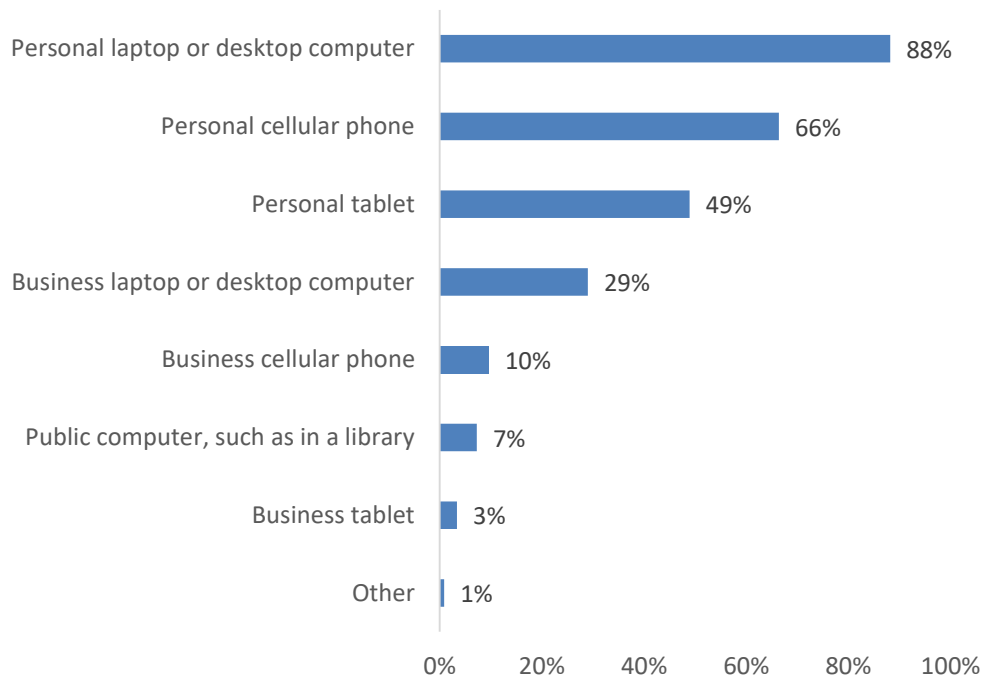


Q12. Next, please indicate your level of agreement with each of the following statements
Base: All respondents (2,009).

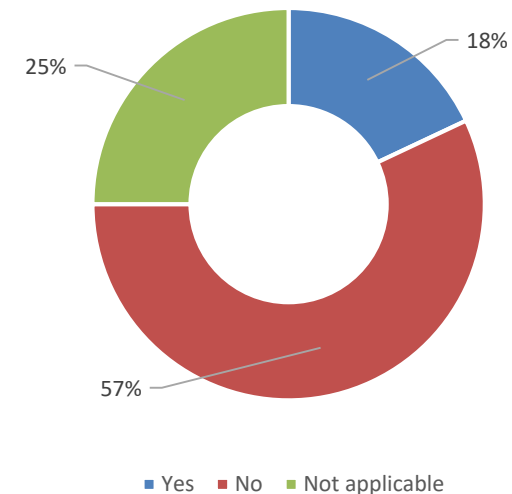
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- Canadians access the internet using their personal laptop, computers, cell phones or tablets, but caution should be taken. While personal Wi-Fi is generally great, public Wi-Fi can pose a hazard and only 18 per cent report using a Virtual Private Network (VPN) to protect their information.

Ways of Accessing the Internet



Whether Use a VPN When Accessing Public WiFi



Left graph: Q2. Which of the following ways do you use to access the internet?

Note: Since this was an online survey all respondents use the internet.

Right graph: Q4. For each of the following items please indicate whether or not you ... use a Virtual Private Network (VPN) when using public WiFi?

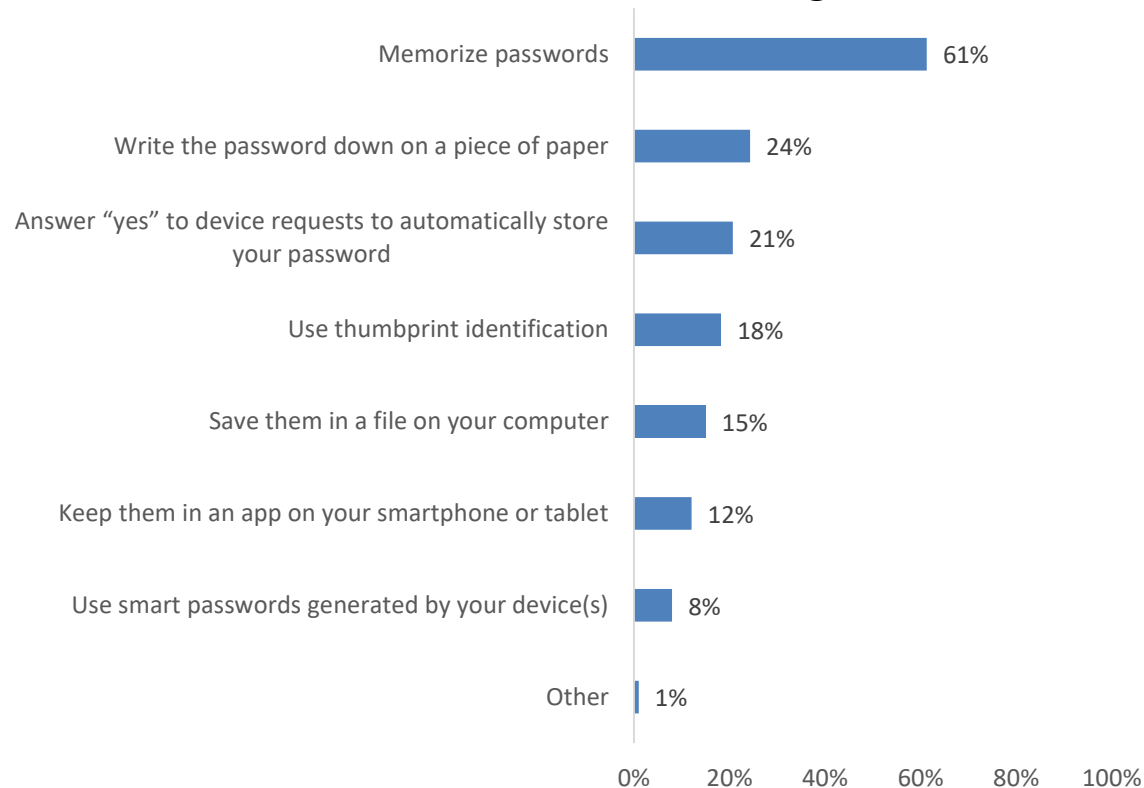
Base: All respondents (2,009).

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Of possible ways to manage online passwords:

- 61 per cent memorize their passwords
- 24 per cent of Canadians write their passwords on a piece of paper
- 18 per cent of Canadians take advantage of thumbprint identification
- 15 per cent of Canadians never provide financial information on websites

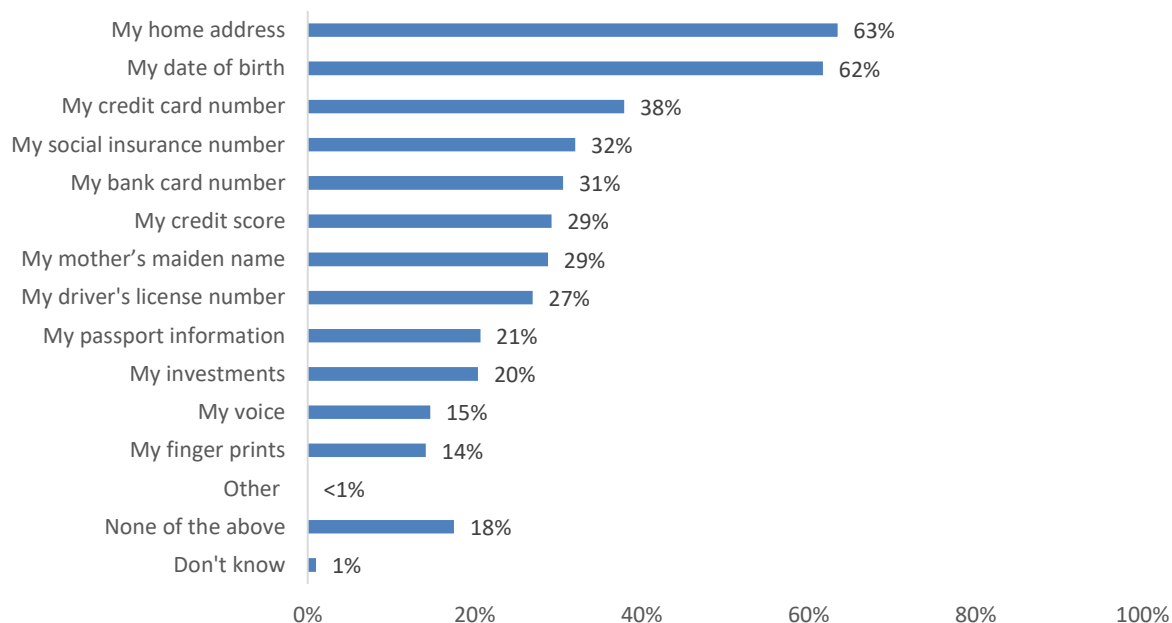
Ways Used to Management Passwords Online When Storing Financial Information



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- 63 per cent and 62 per cent, respectively, believe that their home address and date of birth are available online
- Still a small number, but some Canadians believe their voice (15 per cent) and fingerprints (14 per cent) can be found online

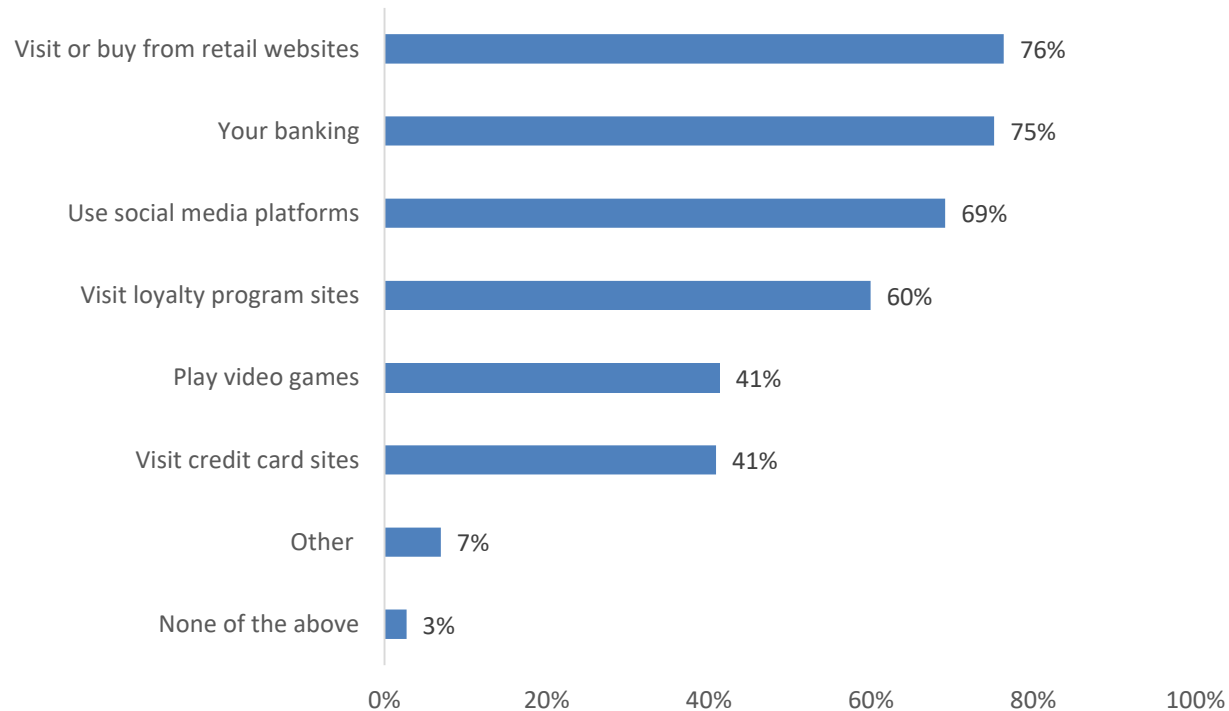
Types of Their Personal Information Respondents Believe Others Can Access Online



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- With many Canadians visiting and buying from retail websites (76 per cent), conducting online banking (75 per cent) and using social media (69 per cent), it is important to understand best practices to stay protected from fraud.

Activities People Do Online

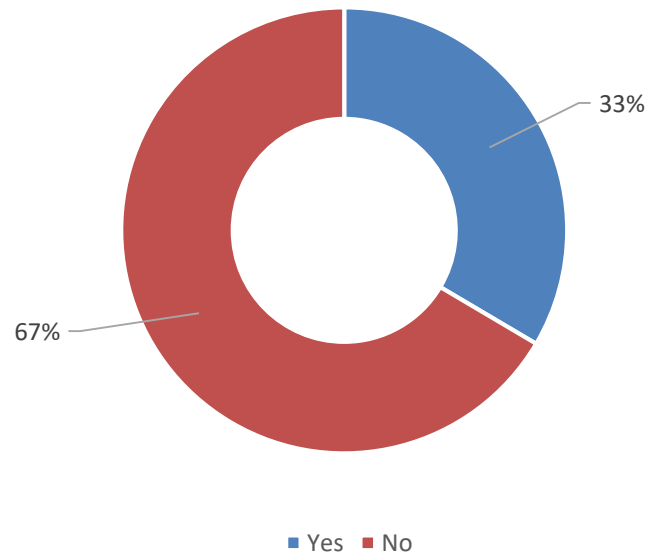


Q3. Please indicate which, if any, of the following things listed below you do online.
Base: All respondents (2,009).

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- One-third of respondents are aware that there is new federal legislation requiring organizations to report data breaches to the Privacy Commissioner.

Whether Aware of Recent Federal Legislation Requiring Organizations to Report Data Breaches to Privacy Commissioner



Q15. Are you aware that under new federal legislation organizations now need to report to the Privacy Commissioner certain types of data breaches?

Base: All respondents (2,009).

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- Canadians learn about fraud from many different sources, including news media (54 per cent), family and friends (46 per cent) and tips from financial institutions (43 per cent)

Sources Learn About Fraud

